

Amendments to the Specification:

Please amend the specification paragraphs 27, 31 and 32 as provided below.

[0027] The upside down image shown in FIG. 3D can be displayed by changing the direction of the original image, and therefore, the image has the same aspect ratio as that of the original image shown in FIG. 3A. However, in case that the image of the display unit 103 is rotated by approximately 90°, as shown in FIGS. 3B and 3C, the aspect ratio of the display unit 103 is changed from A:B to D:C~~D~~ in order to prevent the image from being distorted. As such, in one embodiment, the width C of the rotated image will correspond to A, and the length D will correspond to A^2/B for example. An empty space may be generated on lower end of the image on the display unit 103, as a result of adjustments made to the image's dimensions.

[0031] Referring to FIG. 4, in certain embodiments, an image is displayed on the display unit 103, such that the ratio between the width and length of the normal image is AB (S11). When the user presses the left direction button N2 (S12), the image on the display unit 103 is rotated clockwise by approximately 90°. Then, the size of the image is converted to the ratio of C:D~~C~~ based on the aspect ratio A:B. The right soft direction key in the soft direction key E is then formed on the display (S13). In some embodiments, the soft direction key E blinks to indicate the change in image orientation.

[0032] If the user presses the up direction button N3 (S14), the image of the display unit 103 is rotated by approximately 180° with the same aspect ratio as those of the normal image (S15). When the user presses the right direction button N4 (S16), the image of the display unit 103 is rotated counterclockwise by approximately 90°. The size of the image is converted as C:D~~C~~ ratio and the left soft direction key E is formed on the display (S17).